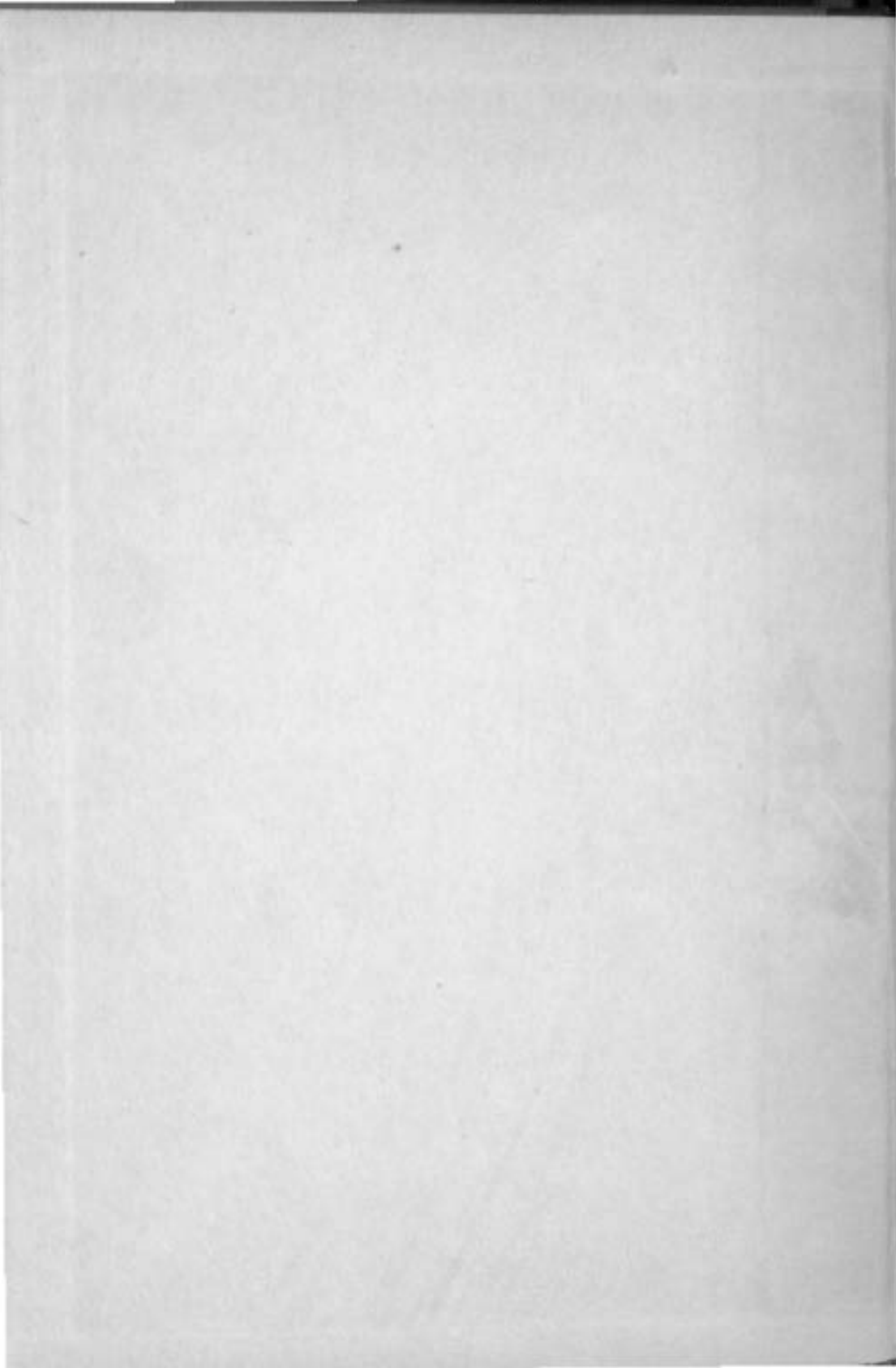


Monarch of Mahogany

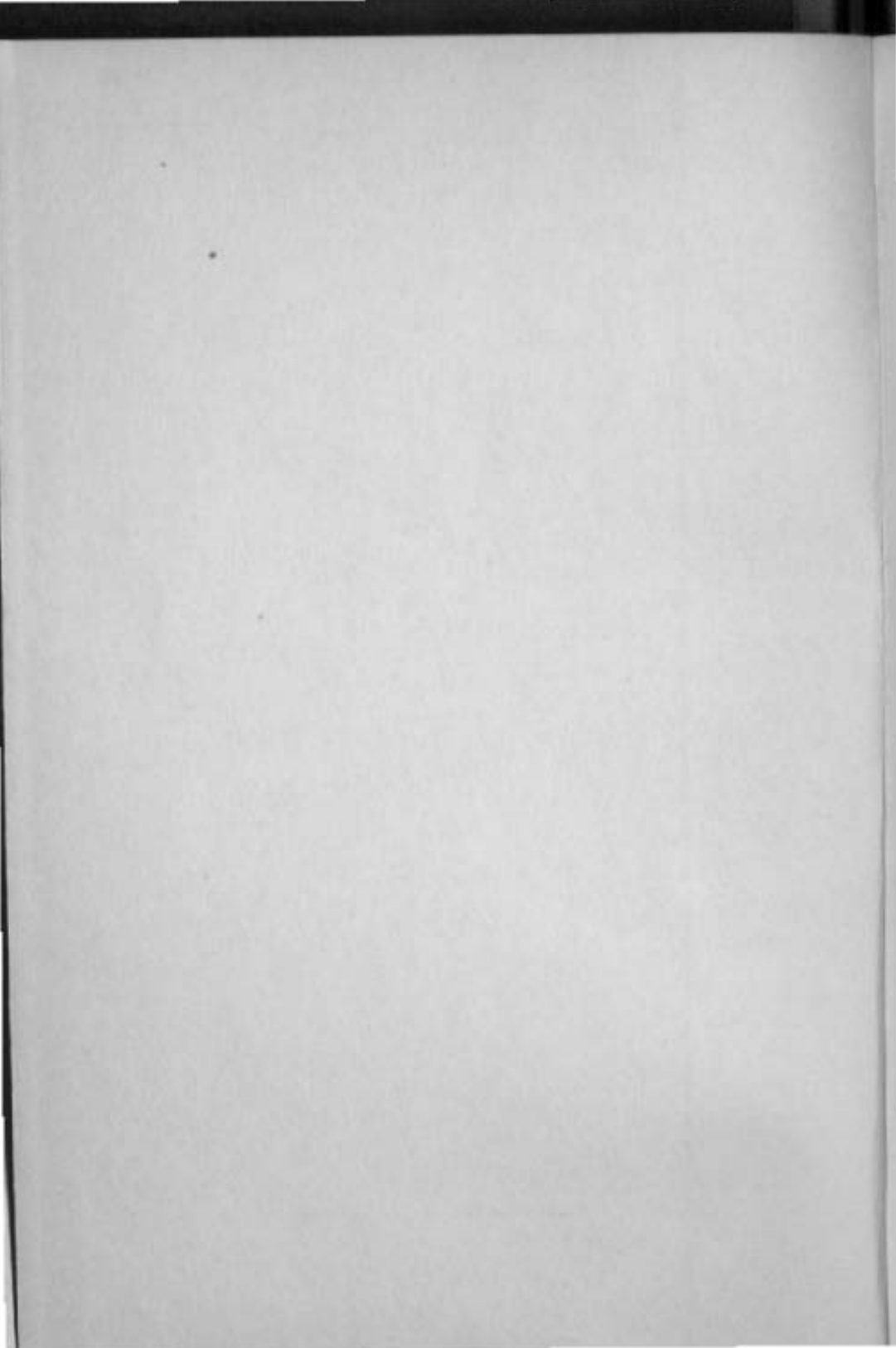
VISITS

SCHMIEG-HUNGATE & KOTZIAN

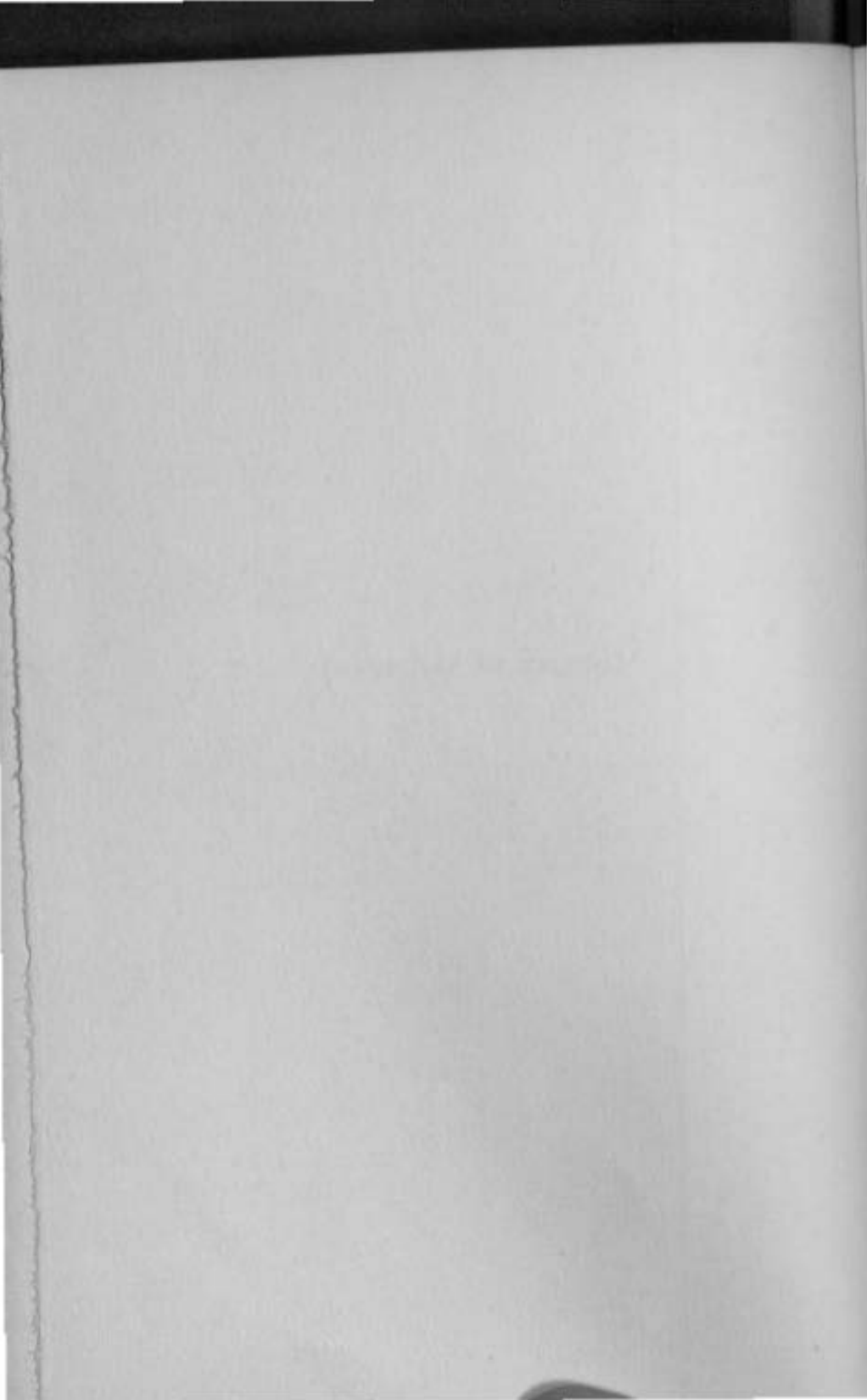


From Rath Elden -

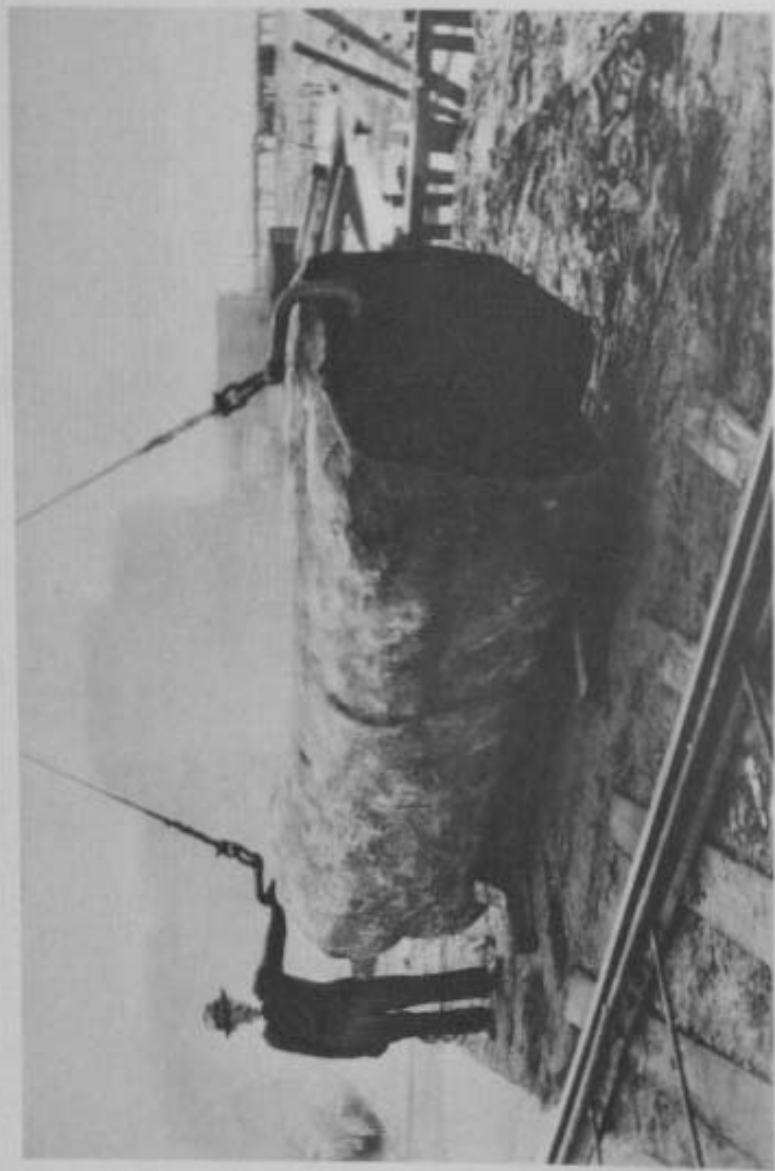
Wolverine Court - Chicago .



Monarch of Mahogany







The arrival of the Monarch of Mahogany at New York

Monarch of Mahogany

VISITS

SCHMIEG-HUNGATE & KOTZIAN

BEING

The History, Travels and
EVENTUAL LIFE
of perhaps the oldest living
AND GRANDEST
KING OF THE WOOD OF WOODS

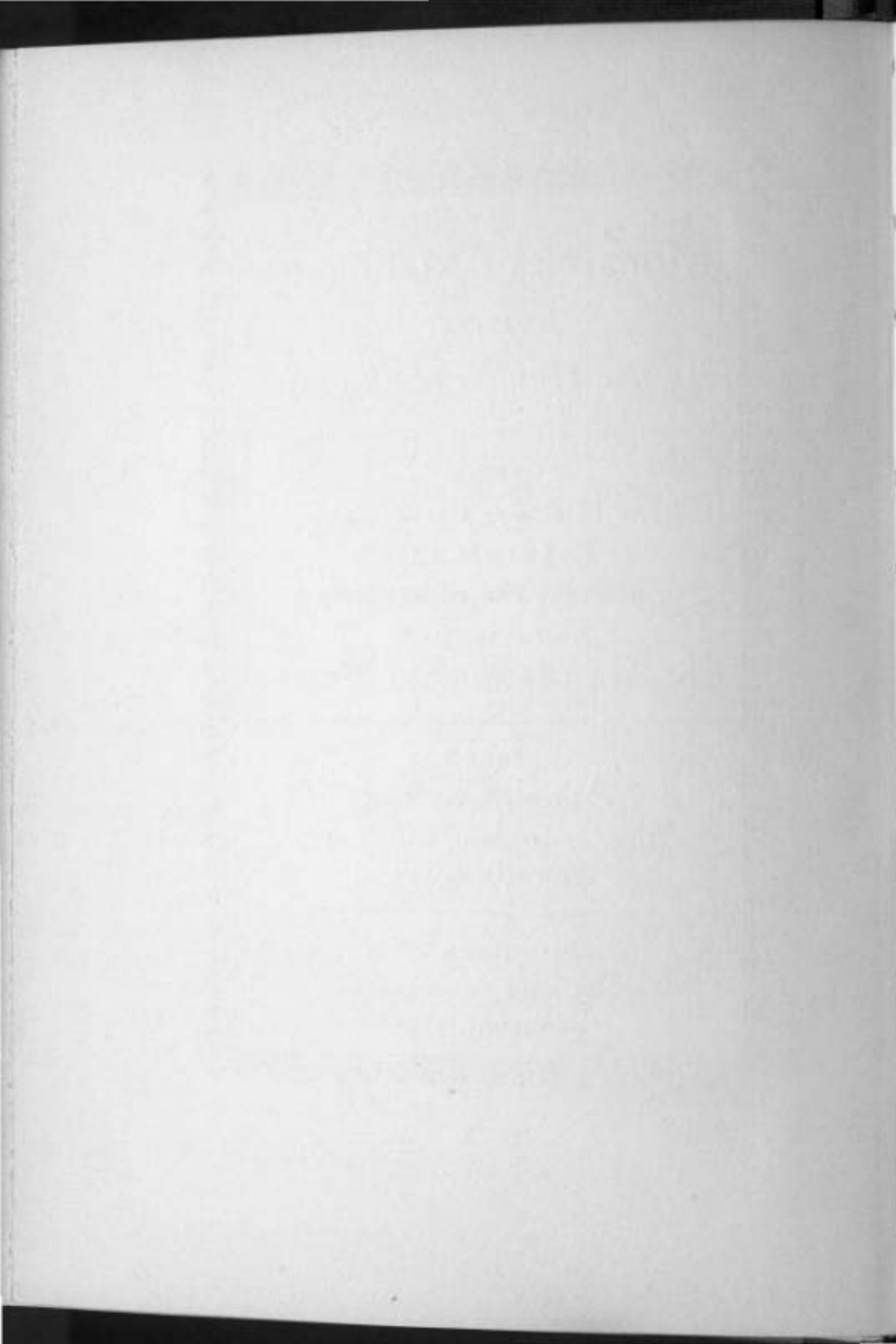
PREPARED BY

ALLAN CARMAN

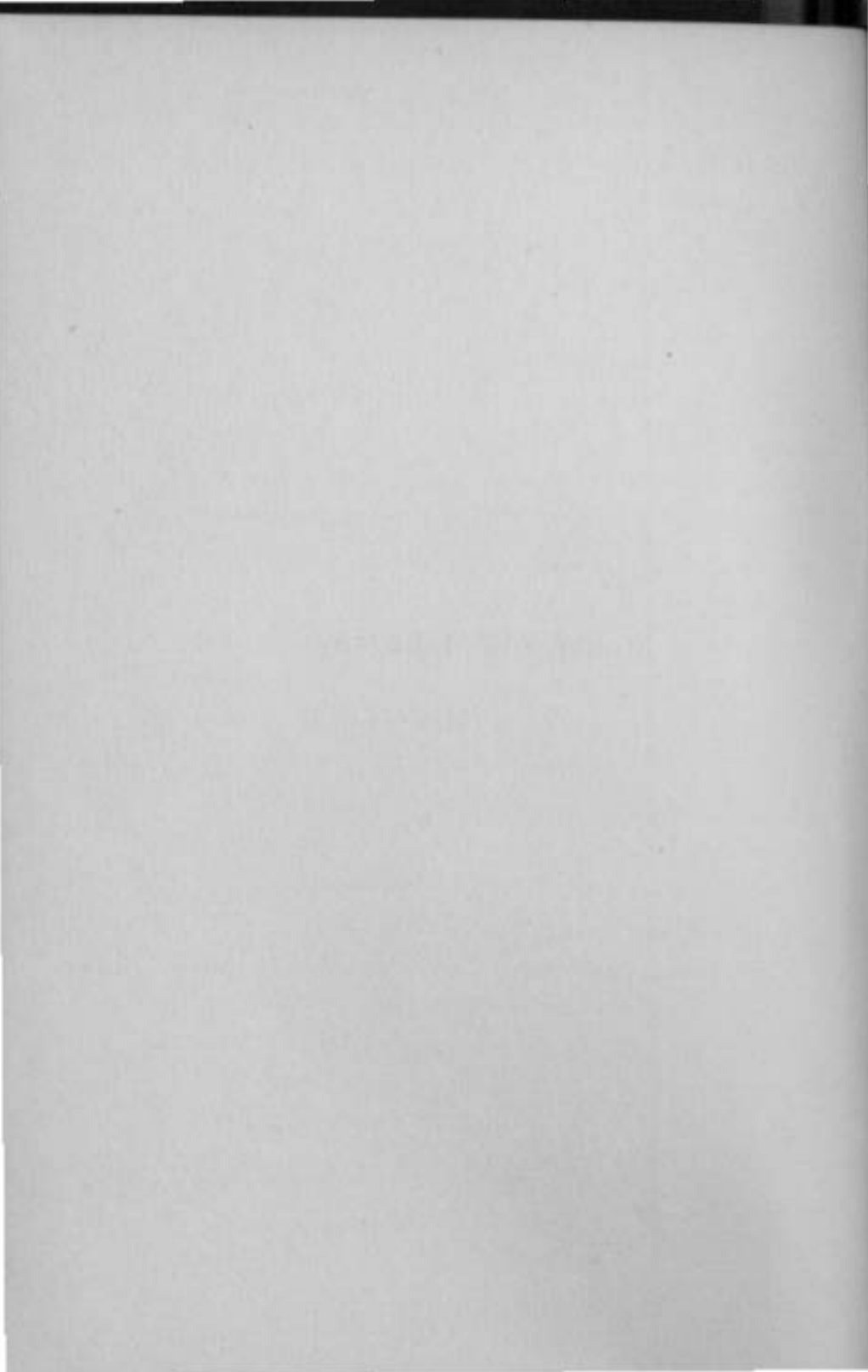
Biographer to HIS MAJESTY
FOR HIS HOSTS

SCHMIEG-HUNGATE & KOTZIAN

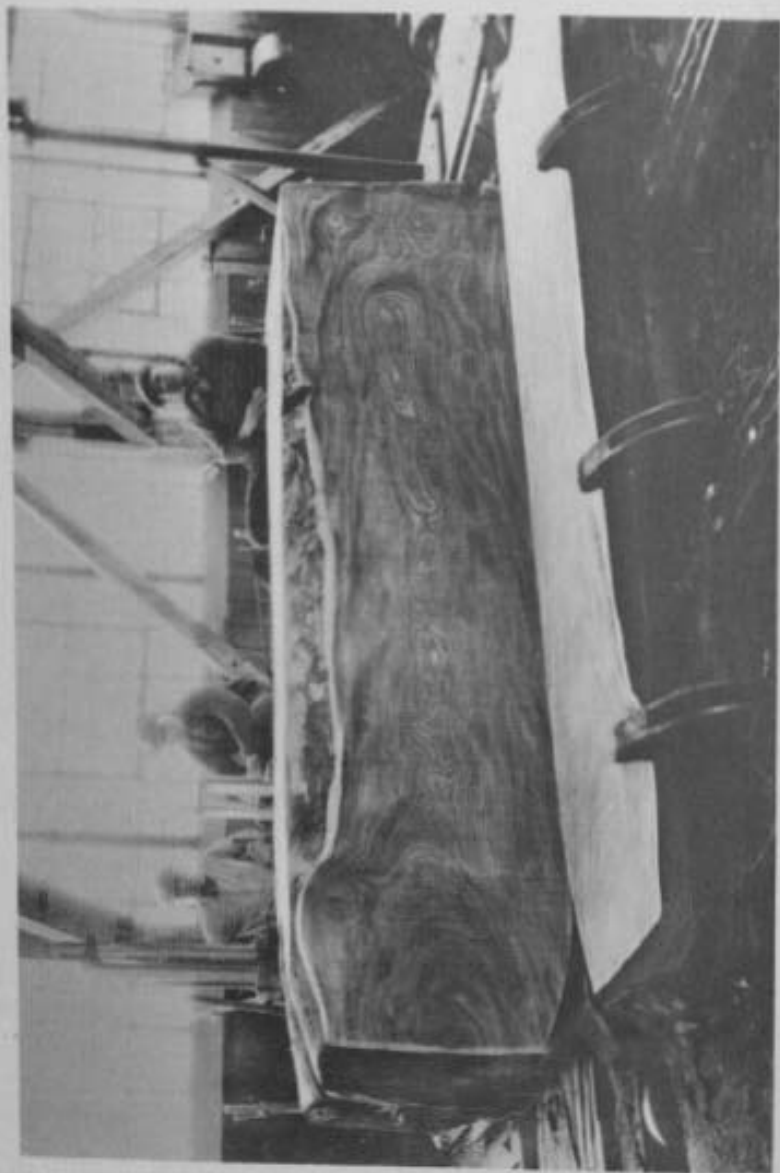
at 521 EAST 72ND STREET
NEW YORK CITY



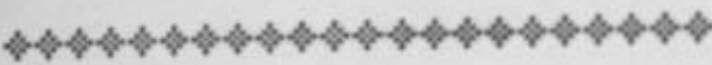
Monarch of Mahogany








A view of the log after being opened for inspection. The value and beauty could not be appraised until after it was thus cut open.



The Preparations

HEN a monarch undertakes to travel there first must be made vast preparations. Emissaries must first go forth to the ends of the earth to search that place where infinite variety awaits His Majesty's pleasure. Ambassadors are sent to prepare the markets of the world to furnish every requirement. A palace must be chosen where every furnishing, every facility is in readiness for his reception. The hosts must have the skill and the experience in entertaining other royal visitors. They must have the connections and the ability to provide his circulation and entertainment among the leading families and establishments.

After these things have been attended to, other enormous preparations must be made at home. The King himself must be in perfect health and accessible readiness. Trappings must be furnished. Roadways must be built for his special entourage. It is indeed always a marvelous adventure. It is an un-

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dertaking that taxes to the utmost the resourceful genius and indomitable energy of man.

Thus has the great travel adventure of the Monarch of Mahogany progressed. While the pilgrimage of lesser rulers has been expedited by the advent of railroads, trucks and tractors, the seclusion of King Mahogany in lonely grandeur in remote fastness has made impossible their immediate use in the early state of his entourage.

When this potentate first thought of seeing something of the world, he was already over three hundred years old—a vigorous, stately ruler. Having lived in one place for that long, he was going to make sure that everything was in perfect readiness before he set forth. He has lived another three hundred years in his royal forest. During that time thousands of his household have been sent forth to prepare for his coming to new lands. Known as trees at home they have traveled incognito as logs and won their way throughout the world.

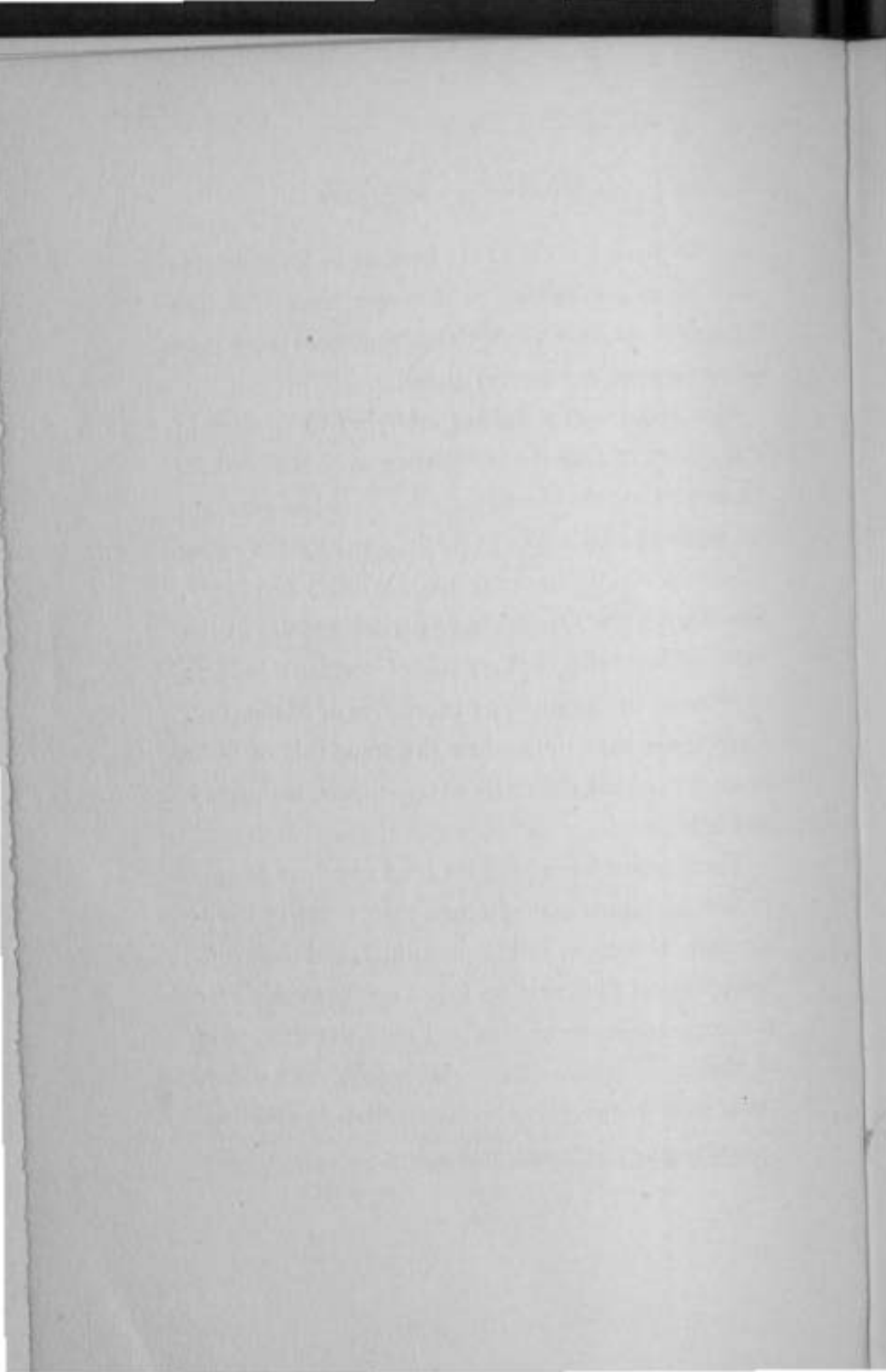
In 1595 he chose his first ambassador in no less a personage than Sir Walter Raleigh. Sir Walter chose several trees from the Island of the Trinidad

Monarch of Mahogany

and consigned them to his brother in England. He sent them as ballast to discover their traveling capacity. As soon as they received shore leave they were marked for their fineness.

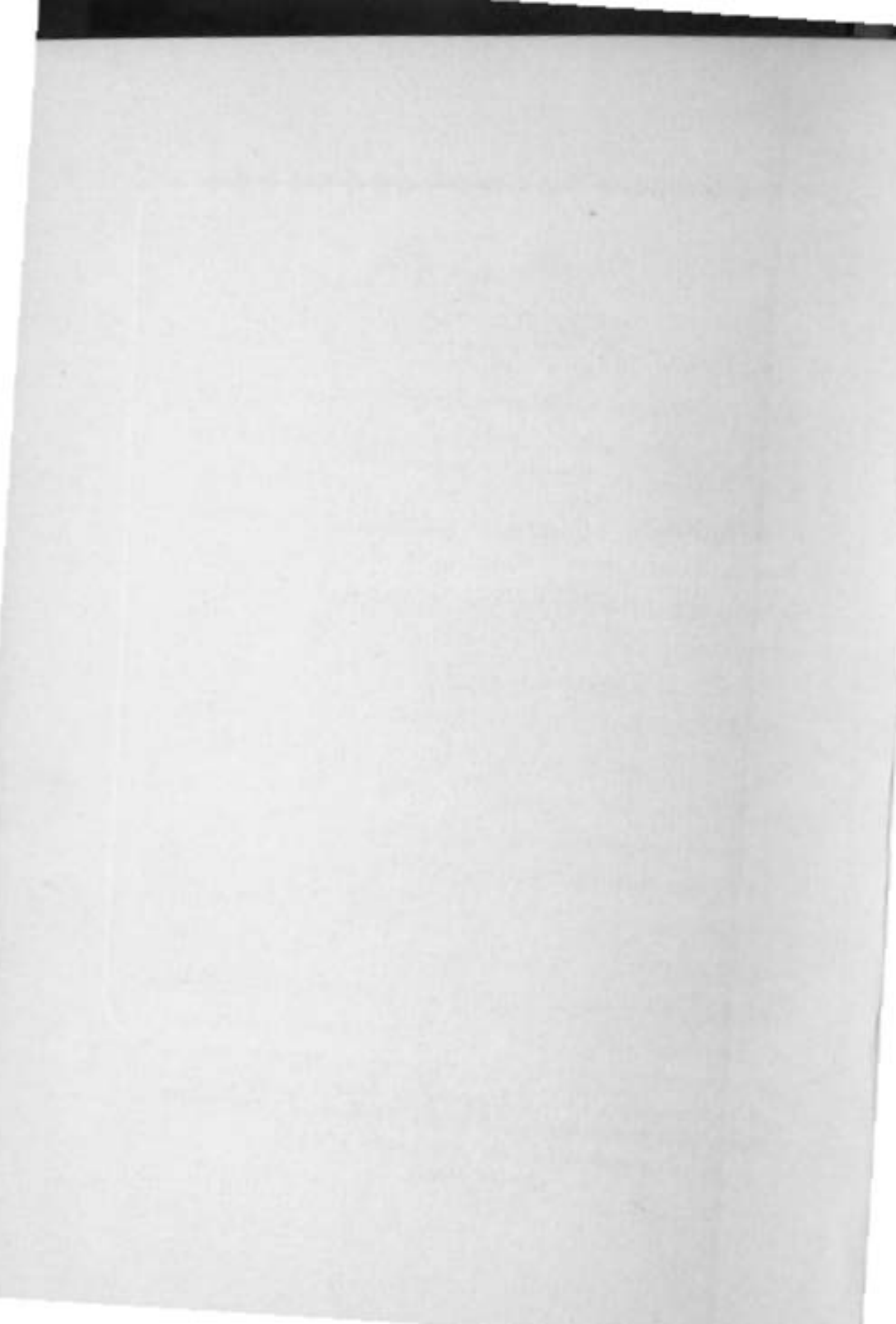
But there was a deal of lobbying to be done in the courts of Europe before they were accepted for their true worth. It was then the period of Jacobean ascendancy. This was to be followed by the ruling power of Walnut in the reign of William and Mary, and during the Queen Anne period. Finally in the early eighteenth century the Georgians became convinced of the superior excellence of Mahogany. Ever since that time when the standards of taste have demanded the finest masterpieces, mahogany has been used.

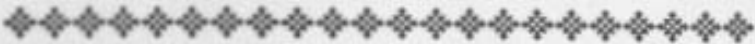
There never have been evolved any finer designs in fine furniture manufacture than those of Chipendale, Sheraton, and Heppelwhite, and their contemporaries. These artists found no finer vehicle for the accurate reproduction and exquisite expression of their conceptions than mahogany. And today, those who desire elegance, lasting beauty and delicate design still choose mahogany.





A reproduction of a Chippendale bookcase and, side chair. The handsome woods of the Mahogany King will be employed in the production of these lovely pieces





Locating the King

THE tremendous consumption of mahogany causing an increasing scarcity of the finer specimens and the ever insistent taste for the dignity and classicism of the masters in fine furniture production has made the time propitious for the long awaited arrival of the Monarch of Mahogany.

And at last he has arrived. And what better place could meet the requirements of travel interest than New York, the leading market of the world? New York and the palace of Schmieg-Hungate & Kotzian were the naturally ideal place to visit.

Yet the King with his tendency to modesty had first to be located. The mahogany kingdom has many dependent provinces. True, the two chief seats of his government are in Santo Domingo and Cuba. But might not by chance he be found in British Honduras, Mexico, Nicaragua, Colombia or Africa? Those eminent prospectors, I. T. Williams

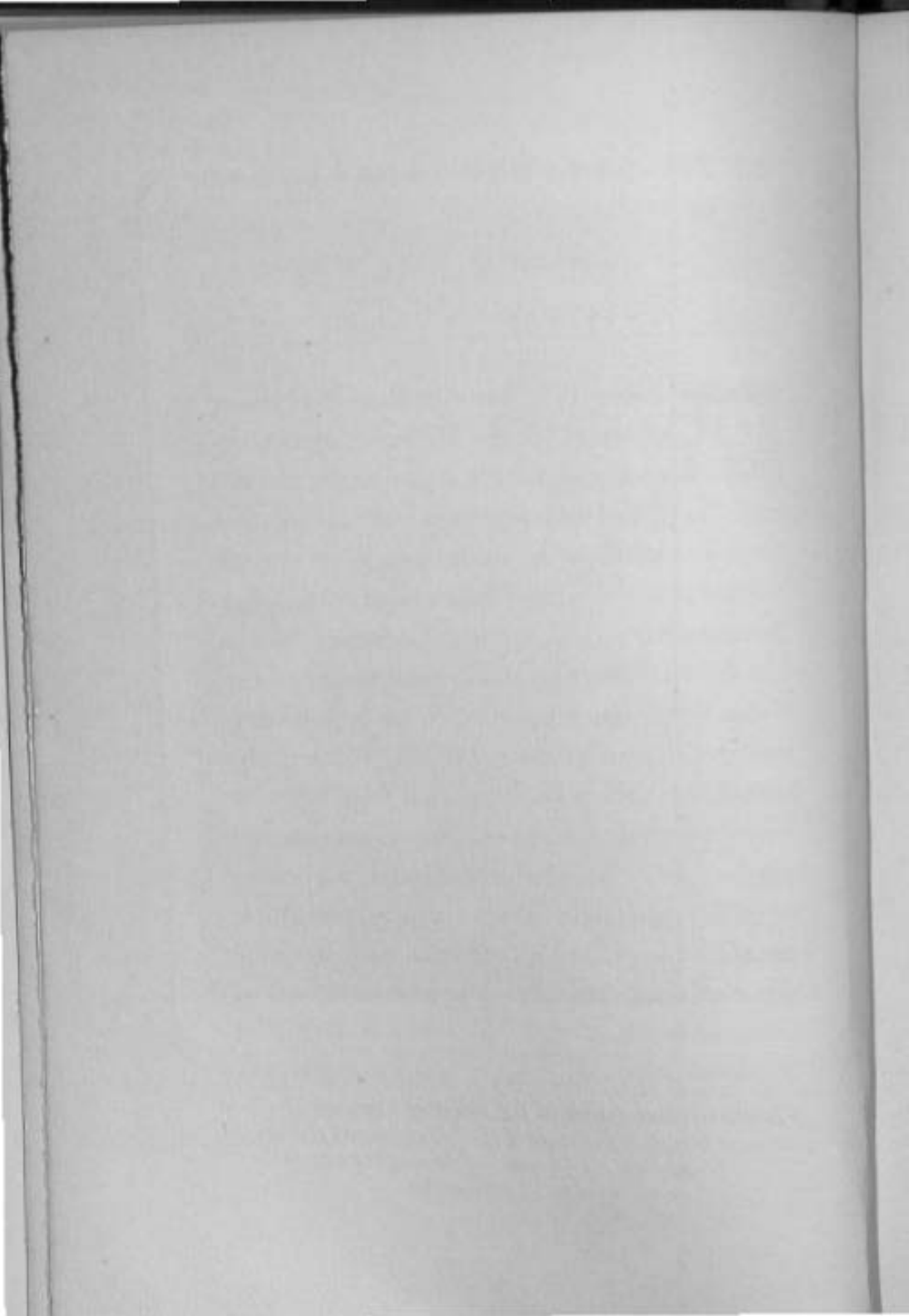
Monarch of Mahogany

and Son, didn't think so and they were quite right. They looked for him in his natural haunts and about two years ago they found him in the Province of Oriente, Cuba. He was in seclusion away back in the mountains in a difficult and inaccessible locale. When they first laid eyes on his stately stature after days of riding in the crowded forest, they were thrilled by his size and age. There he was almost one hundred feet tall and over six hundred years old and over twelve feet in girth. Imagine how impressive he was and the temerity they must have felt in seeking to induce his travels. But they were undaunted and after two years of thrilling experiences he has been safely escorted to our midst.



A commode suitable for living or dining room use. This is an original design in the spirit of the work of the master furniture designers of the late eighteenth century.

Wood from the Monarch of Mahogany can be used in its production



Monarch of Mahogany

But back to the King. A great deal of time was consumed in preparing a road for the start of his memorable journey. Pastures had to be cleared and cultivated for the feeding of the oxen who were to form the motive transport. These ready, the journey started and led to the nearest navigable stream. The hauling had to be done in the dry season but it had to be timed to arrive at flood season. Being so recently moved the King had to be made comfortable for this next step of the journey by means of rafts of lighter cedar logs. A portion of the floating was accomplished in the first year, then a rest incurred to the next flood season, finally floating to the ocean in the second year. More comfortable passage was then secured aboard steamer bound for New York.

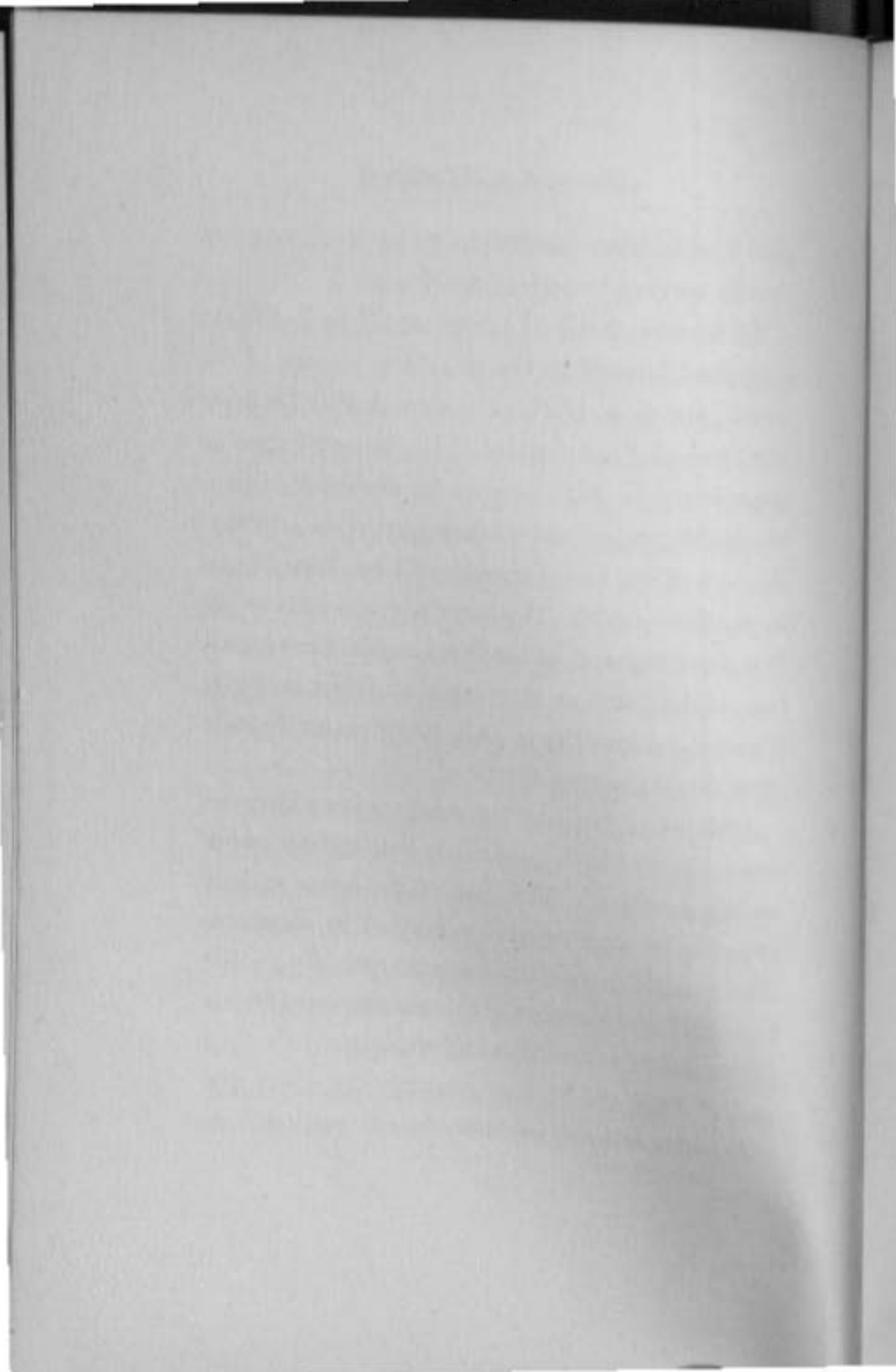
Mr. Williams had, of course, informed His Majesty that no finer host could be found for his entertainment than the House of Schmieg-Hungate & Kotzian and if it was his pleasure, suitable arrangements could be made for his comfort and a most interesting programme of usefulness would be outlined. This was agreed to and the reception for the Monarch was carefully staged so that the final

Monarch of Mahogany

lap of his journey resulted in no harmful accidents and he arrived in perfect condition.

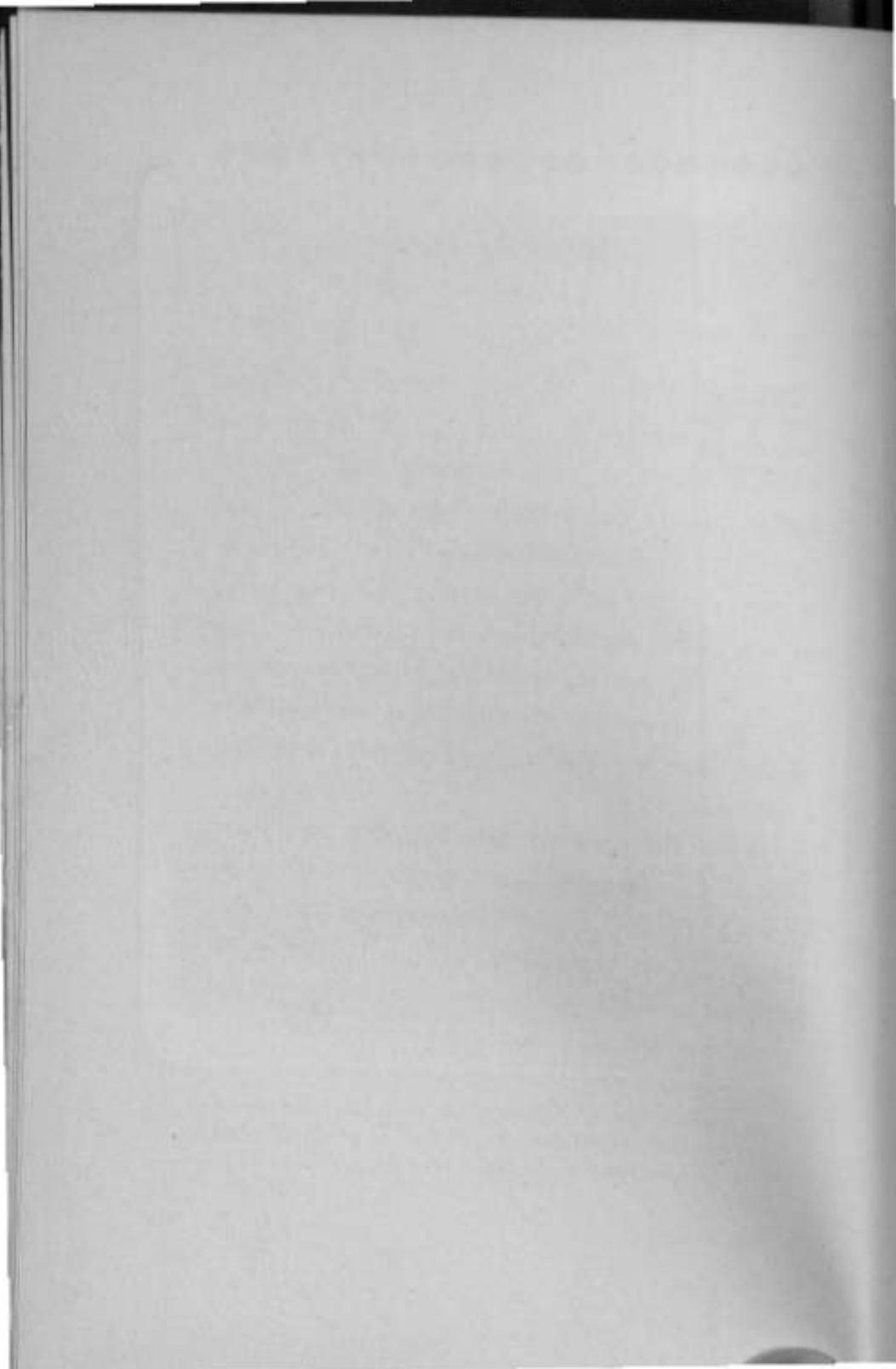
To be sure, in his own outdoor life he had never subjected himself to the searching glances of the wood specialists. His insides were thus to his hosts a matter of "sight unseen." His outward appearance, however, did not belie his inward condition. He readily submitted to examination on arrival—all part of the fun of travel—and was found to be in excellent health. The inner self was such as befitted the Monarch of the finest woods. The specialists, enthusiastic as they are about their subjects, pronounced him the most beautiful natural specimen they have ever examined.

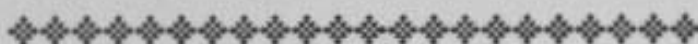
Imagine if you can the comparative difference between this Monarch of the Woods and one of his ordinary subjects. The best of the latter seldom grow to be over twenty-two inches in diameter. The average contain one hundred and fifty to two hundred board feet whereas this one contained fifteen hundred feet and weighed approximately six tons in tree state and at that its commercial log was some three feet shorter than the average log.





*A reproduction of Chippendale armchair and small
Chippendale tripod table which can be produced from
the wood of the Mahogany Monarch*

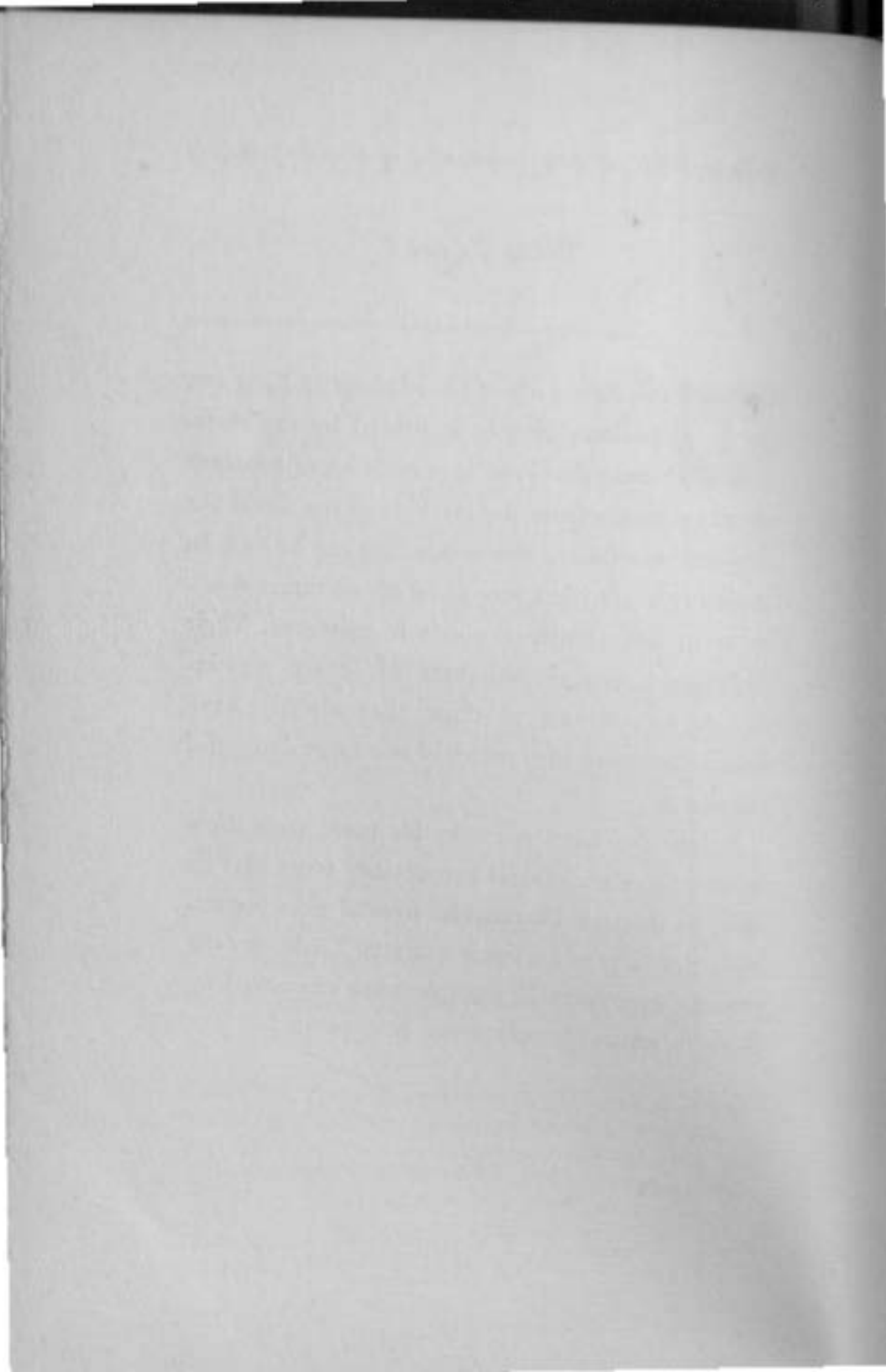




What Next ?

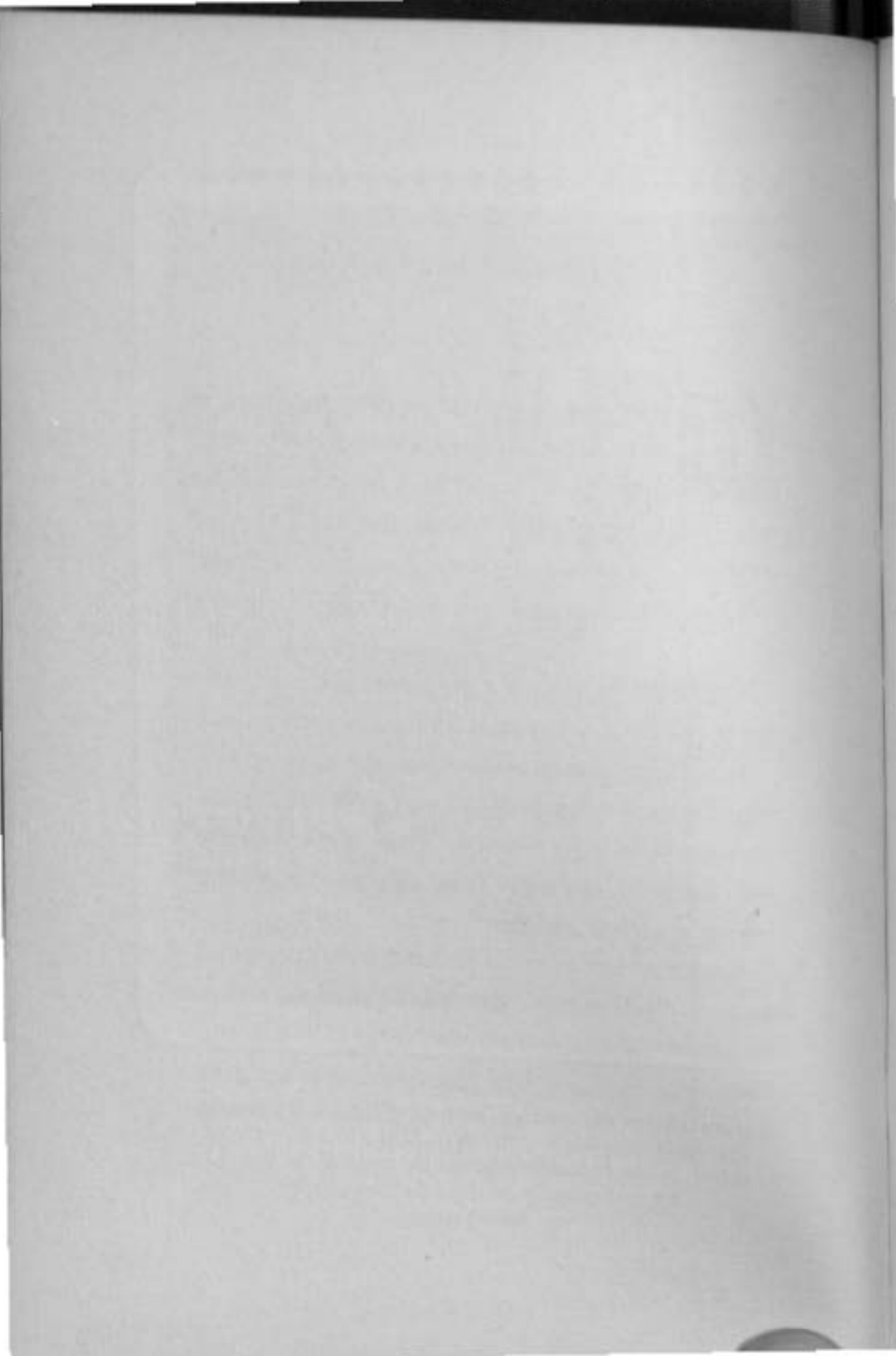
THE future life of the Mahogany King can perhaps best be indicated by the statement that it is his present hosts' constant effort to obtain from the markets of the world the choicest selection of fine woods that can be had. In their yards are right now some of the rarest specimens of fine furniture woods in existence. Their showrooms contain numbers of lovely masterpieces, companions to those that already have found their way into many of our most delightful mansions.

Before the King can take his place with these others, there are several preparatory steps that he must go through. He must be arrayed more becomingly than any of his lesser subjects. To do this the greatest care and skill possible must be exerted by those to whom his person will be entrusted.





This lovely commode is an original design in the style of the creators of furniture fashions of the late eighteenth and early nineteenth centuries. Like the other pieces shown, it can be fashioned from the wood of the famous log and suitably used for hallway, living or dining rooms



Monarch of Mahogany

are durable and present a luster and depth of tone that cannot fail to satisfy.

Every precaution that is possible will be taken in the preparation of this Monarch of Mahogany for his future life. But the care of cutting, of drying, and conditioning pays, for no wood in the end is so adaptable, so unlimited as to possibilities for the expert as mahogany. Its uniformity of quality, freedom from warping and its beautiful tone make it a delight to the heart of a true craftsman.

The beautiful veneers from this marvellous log will, of course, be reserved for the very choicest pieces. And in order that the eventual owners may know the priceless value of the piece they possess, each piece including wood from this famous log, will be accompanied by a certificate stating that fact and a photograph of the arrival of the King at New York.



Meet the King

THE arrival of the Monarch serves to remind us that today we possess the same woods as used by the old masters, and that with improved modern standards, even finer furniture is produced. It focuses attention on the increasing appreciation of the beauty, adaptability and workability of the loveliest of cabinet-woods.

That this appreciation may be further fostered you are invited to visit the present home of this Mahogany Monarch and see for yourself first-hand, his startling beauty.

